



WXYZ

ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **305719 /**

Original Date / Revision
07/24/12 10/24/12

Advertiser **Citizens for Affordable Qual**

Agency **New Media Firm**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product

Citizens for Affordable Quality Hon

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1536 Week 1**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	116	\$103,827.50	\$122,150.00	0.00	10/29/12	11/06/12	116	\$103,827.50	\$122,150.00
Totals	116	\$103,827.50	\$122,150.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXYZ	10/30/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00 NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--		4			\$150.00			0.00		
Week:		11/05/12	11/11/12	11-----		2			\$150.00			0.00		
E 2	WXYZ	10/30/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00 NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--		4			\$400.00			0.00		
Week:		11/05/12	11/11/12	11-----		2			\$400.00			0.00		
E 3	WXYZ	10/30/12	11/06/12	GMA M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00 NM	12	\$10,800.00



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Print Date: 10/26/12

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Contract / Revision **305719** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1536 Week 1**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 2222--					8	\$900.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$900.00		0.00			
E 4	WXYZ	11/03/12	11/03/12	Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				Action News SAT 6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
E 5	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$350.00		0.00			
E 6	WXYZ	11/03/12	11/03/12	Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				Action News SAT 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$350.00		0.00			
E 7	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				GMA SUN 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$350.00		0.00			
E 8	WXYZ	11/04/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$350.00		0.00			
E 9	WXYZ	10/30/12	11/06/12	M-F 9a-10a	CM	9-10am M-F	2221--	:30	9	\$500.00	P-4	0.00	NM	10	\$5,000.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1221--					6	\$500.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$500.00		0.00			
E 10	WXYZ	10/30/12	11/05/12	M-F 10a-11a	CM	10-11am M-F	1111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
E 11	WXYZ	10/30/12	11/02/12	12p Noon News	CM	12-1pm M-F	- 1111--	:30	4	\$500.00	P-4	0.00	NM	4	\$2,000.00
				12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$500.00		0.00			
E 12	WXYZ	10/30/12	11/05/12	M-F 4-5pm	CM	4-5pm M-F	1111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$900.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$900.00		0.00			
E 13	WXYZ	10/30/12	11/05/12	5p News	CM	5-6pm M-F	1111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
E 14	WXYZ	10/30/12	11/05/12	6p News	CM	6-630pm M-F	1111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
				6-630pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,200.00		0.00			



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Contract / Revision **305719** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1536 Week 1**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WXYZ	10/30/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$1,200.00		0.00						
E 15	WXYZ	10/30/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$1,200.00		0.00						
E 16	WXYZ	11/03/12	11/03/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WXYZ	10/29/12-11/04/12		Access Saturday	7-8pm Sat		-----Sa--	:30	(\$1,000.00)	0.00	NM				
See MG 16.2															
[inv code is EARLY NEWS SA 7pm]															
2	NXYZ	11/03/12-11/03/12		Early News Sa 7p (Foll Sport:7pm Sat			-----Sa--	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 16.1 11/03															
E 17	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$750.00		0.00						
E 18	WXYZ	10/31/12	11/02/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	--1-1--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--1-1--	2		\$1,800.00		0.00						
E 19	WXYZ	10/30/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11-1-1-	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1-1-1-	3		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WXYZ	10/29/12-11/04/12		Late News M-Su	11-1135pm M-Su		-T-Th-Sa--	:30	(\$2,000.00)	0.00	NM				
See MG 19.5															
[news is at 1130pm on Saturday, 11/3]															
5	NXYZ	11/03/12-11/03/12		Late News M-Su	11-1135pm M-Su		11:30 PM-12:00	:30	\$2,000.00	0.00	NM				
Ⓜ MG for 19.3 11/03															
Week:		11/05/12	11/11/12	1-----	1		\$2,000.00		0.00						
E 20	WXYZ	10/30/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	11111--	:30	5	\$750.00	P-4	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NXYZ	10/29/12-11/04/12		M-F 1135p-1205a	1135pm-1205am		-TWThF----	:30	\$1,500.00	0.00	NM				
2	WXYZ	10/29/12-11/04/12		M-F 1135p-1205a	1135pm-1205am		-TWThF----	:30	(\$750.00)	0.00	NM				
Credited															
3	NXYZ	10/29/12-11/04/12		M-F 1135p-1205a	1135pm-1205am		-TWThF----	:30	\$1,500.00	0.00	NM				
4	WXYZ	10/29/12-11/04/12		M-F 1135p-1205a	1135pm-1205am		-TWThF----	:30	(\$750.00)	0.00	NM				
Credited															
Week:		11/05/12	11/11/12	1-----	1		\$750.00		0.00						



WXYZ

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Contract / Revision 305719 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 07/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1536 Week 1

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WXYZ	10/30/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M1111--	:30	5	\$750.00	P-4	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WXYZ	11/05/12-11/11/12		M-F 1135p-1205a		1135pm-1205am	M-----	:30		\$1,500.00		0.00	NM		
E 21	WXYZ	10/30/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-1111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
Week:		10/29/12	11/04/12	-1111--	4		\$250.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$250.00		0.00						
E 22	WXYZ	10/30/12	11/05/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
Week:		10/29/12	11/04/12	-1111--	4		\$150.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$150.00		0.00						
E 23	WXYZ	11/03/12	11/03/12	SA 1130p-1230a SA Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
Week:		10/29/12	11/04/12	-----S-	1		\$250.00		0.00						
E 24	WXYZ	11/04/12	11/04/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
Week:		10/29/12	11/04/12	-----S	1		\$550.00		0.00						
E 25	WXYZ	11/05/12	11/05/12	Monday Prime C Castle	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
Week:		11/05/12	11/11/12	M-----	1		\$5,000.00		0.00						
E 26	WXYZ	10/30/12	10/30/12	Tuesday Prime C Private Practice	CM	10-11pm Tuesday	-T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
Week:		10/29/12	11/04/12	-T-----	1		\$5,000.00		0.00						
E 27	WXYZ	11/01/12	11/01/12	Thursday Prime A Missing	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
Week:		10/29/12	11/04/12	---T---	1		\$4,000.00		0.00						
E 28	WXYZ	11/02/12	11/02/12	Friday Prime A Shark Tank	CM	8-9pm Friday	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
Week:		10/29/12	11/04/12	----F--	1		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/29/12-11/04/12		Friday Prime A See MG 28.2 [8-9p is now Last Man/Malibu]		8-9pm Friday	-----F----	:30		(\$2,000.00)		0.00	NM		
2	WXYZ	10/29/12-11/04/12		Friday Prime A MG for 28.1 11/02		8-9pm Friday	-----F----	:30		\$2,000.00		0.00	NM		
E 29	WXYZ	11/03/12	11/03/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
Week:		10/29/12	11/04/12	-----S-	1		\$3,000.00		0.00						
E 30	WXYZ	11/04/12	11/04/12		CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1536 Week 1**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 40	WXYZ	11/04/12	11/04/12	Sunday Prime C Revenge	CM	9-10pm Sunday	-----S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/29/12		11/04/12	-----S	1		\$5,000.00		0.00								
														Totals	116	\$122,150.00